



Harvesting HR Tech for Growth

With ambitious plans to expand, Harris Farm Markets required a fresh take on its frontline business efficiencies. Pinpoint HRM was on the ground to help seed Harris Farm's HR tech innovation and cultivate results.



CERIDIAN

“Younger employees have expectations around technology and expect an employee experience that is mobile-enabled to ensure all processes from contracts to bank details to pay slips and rosters are delivered to their pocket.”

We needed to pivot to ensure Harris Farm had the innovative systems in place to provide a competitive edge in attracting and retaining staff and increasing efficiencies.”

Nichol Trueman,
Harris Farm



Harris Farm Markets, the 100% Australian family-owned fresh food market, is driven by Nature and a long-term commitment to farmers, producers and the environment.

For 50 years, since opening their first market store in Sydney's west, David and Cathy Harris have championed innovation.

With mouth-watering stores that invite customer buy-in, initiatives such as 'Pick of the Week', 'Imperfect Picks' and 'Friends of the Farm' have established Harris Farm as a leader in fresh food retail and sustainability.

With 2,900 employees in 27 stores across NSW and now Queensland, it has an ambitious growth strategy to increase its store sizes, and workforce 20% year on year. To meet this forecast, Harris Farm needed to reimagine and energise internal systems.

In late 2019, to overhaul its employee experience, Harris Farm embarked on a program to unify their HR, Payroll and Workforce Management systems with the cloud-based Ceridian Dayforce full suite platform.

Pinpoint HRM was engaged to support the delivery of the project and ensure fit-for-purpose design and functionality.

Nichol Trueman is Head of People and Culture at Harris Farm Markets. She says disparate HR systems such as a Preceda payroll tool, Litmos for employee learning and paper-based processes for remuneration reviews, and performance management were not up to the business's strategic plan.

Paper-based induction was not finding traction with a younger employee base.

Ceridian Dayforce modernises time and pay systems. It combines HR and payroll, benefits, workforce management and talent management in a single application. It achieves real-time HR insights and calculations and increases employee retention rates.

Bob Bosevski, Pinpoint HRM's Ceridian Practice Leader, was tasked to understand the cultural and organisational nuances of the business and manage the internal project team.

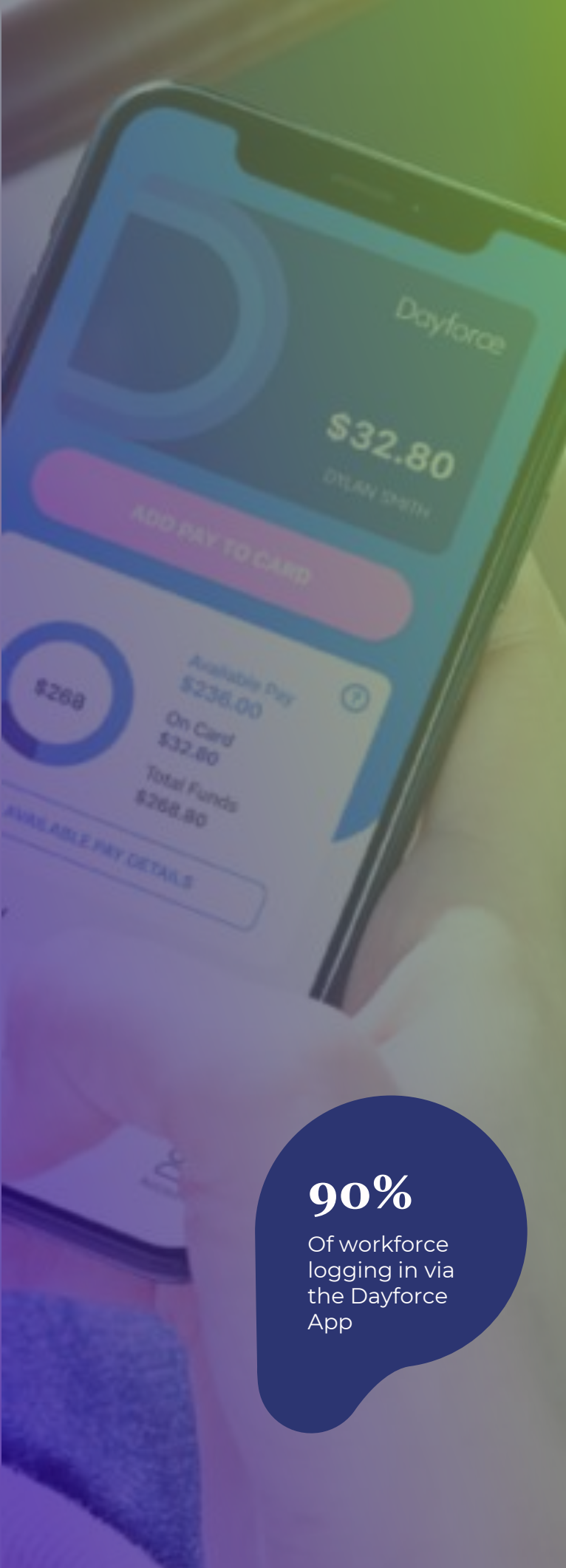
“Pinpoint acted as our program manager providing project management, SME, change management strategy and communications support,” says Nichol.

“But it was broader than that. With Bob, and the Pinpoint team's extensive HR and tech background, they were able to provide advice on how we restructured our existing teams and operating model.”

James Williamson, Harris Farm's Chief Financial Officer and sponsor of the project agrees.



“For us, this project was never just about a technology implementation. It has always been about transforming our HR and payroll functions, and fixing and improving processes, and it was very much a case of ‘you don't know, what you don't know’. It was amazing how quickly Pinpoint understood our constraints, how we operate and our cultural nuances.”



90%
Of workforce logging in via the Dayforce App

Twelve months in, employee buy-in is encouraging with over 1,500 staff logging in daily, says Nichol and more than 90% of the workforce using the Dayforce mobile app to clock in.

“Our employees can now access Dayforce on their phone, check rosters, apply for leave, swap shifts, and build their skills by completing online learning modules.

Capabilities like being able to swap shifts on the fly on their mobile is really exciting and powerful.

It’s made the entire onboarding process smoother for staff.”

Managers are using Dayforce for rostering, and key financial outcomes include the ability for managers to track payroll wages day to day in any one week.

Any learnings to share?

“I would highly recommend face to face training by an implementation partner on the Dayforce Talent Suite, above and beyond the video training that Ceridian provides,” Nichol says, adding Pinpoint HRM will continue to provide ongoing strategic support to Harris Farm Markets.

And your thoughts on Pinpoint?

“Pinpoint brought strong governance to the process of executing this project. It adapted quickly to this fast moving, hands on, family owned and run business, understanding what was needed and how it needed to be delivered.” says James Williamson.

Nichol concurs.

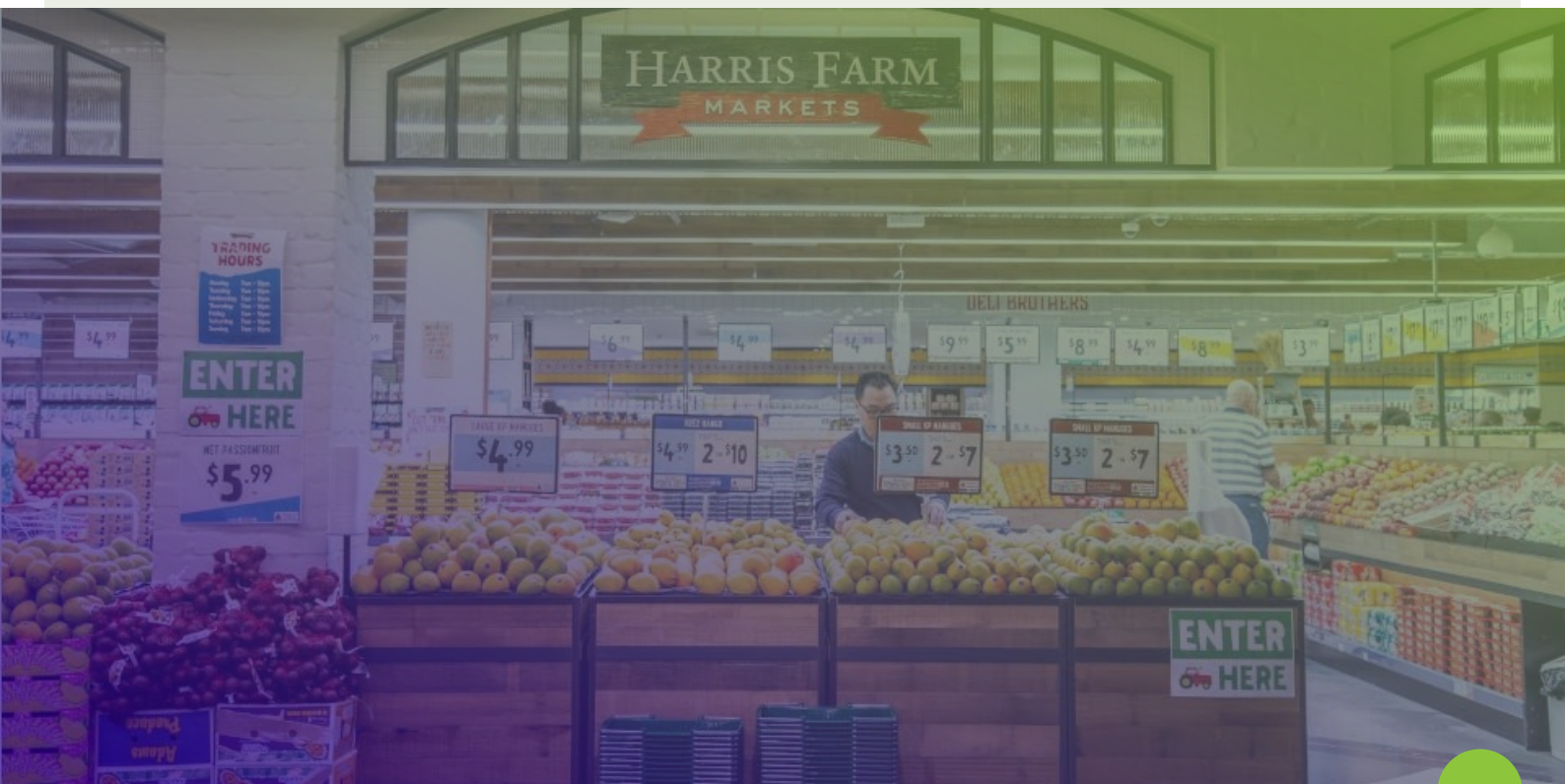
“Everyone in Harris Farm from executives to managers to staff has been receptive, and even pleasantly surprised.

It’s honestly been one of the best projects we’ve ever rolled out in the business.”



Recognised in 2020 by Human Resources Director Magazine as one of Australia’s most innovative HR Teams, no doubt as a result of the success of this transformation project, Nichol openly admits there is still work to be done.

“Areas such as recruitment and training inhouse need more attention but Dayforce is furthering a culture of innovation that management are keen to build on.”






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